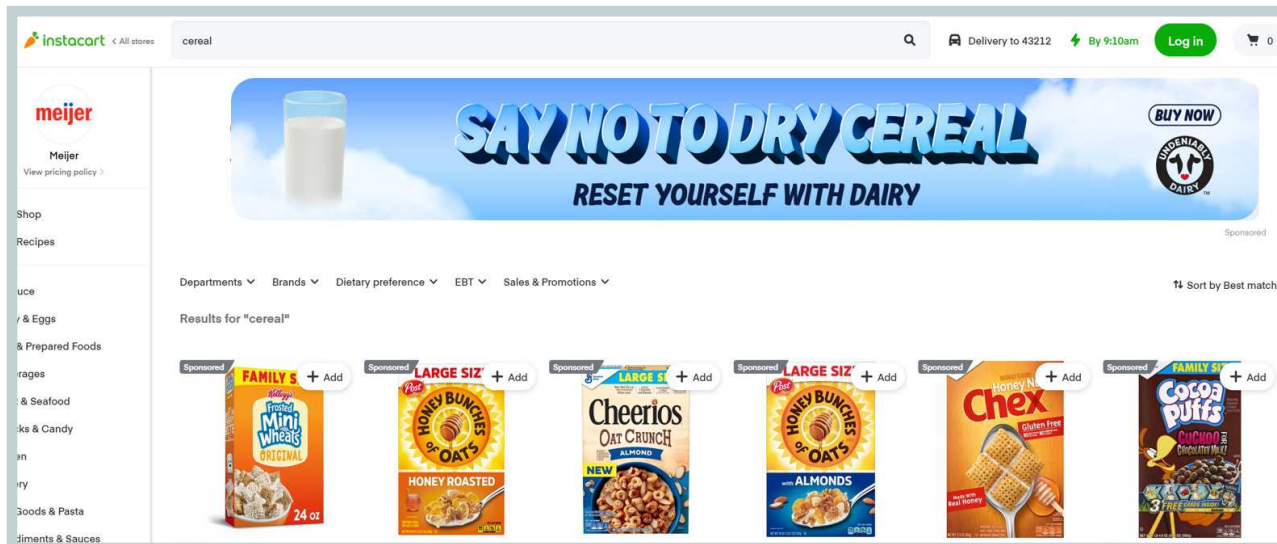


DAIRY PROMOTION



DAI DAIRY MANAGEMENT INC.

CHECKOFF UPDATE



01 | DEFENDING AND PROMOTING MILK IN E-COMMERCE

ADA Mideast recently executed a promotion with Instacart, the nation's largest online grocery delivery marketplace, to drive more consumers to its "dairy aisles" and keep real milk's benefits top of mind! The campaign put milk in front of customers as they browsed and shopped on the Instacart website.

MILK AS A FEATURED PRODUCT

The 8-week campaign **placed real milk, instead of milk alternatives, on the top row of the shopper's screen** when searching for items in the milk category.

Research shows that shoppers are more likely to buy products from the first row, thus allowing cow's milk to be more visible than milk alternatives. For this part of the campaign, more than 86,000 units of milk were sold, with gallons having an 80% share and a return on ad spend of \$4.80 for every \$1 invested.

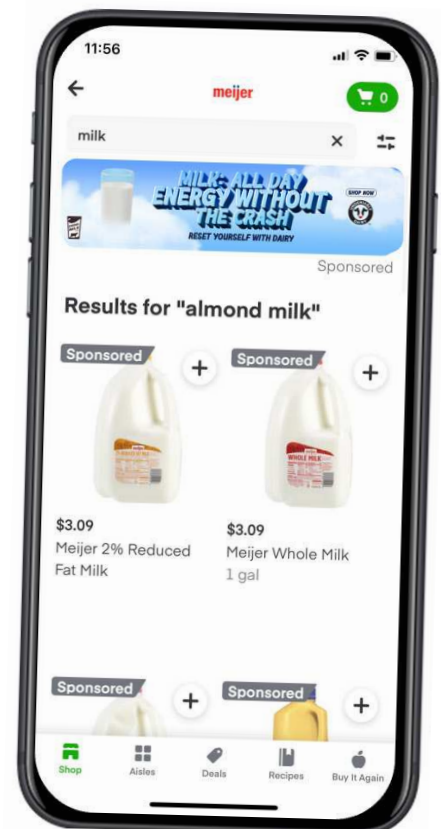
MILK ADVERTISEMENTS WHILE SHOPPING

Display ads also appeared at the top of the page if shoppers had previously purchased milk or milk alternatives in the last 90 days. The ads sent customers to a curated list of real milk to purchase. This part of the campaign showed for every \$1 invested, there was an average \$10 return in real milk sales.

MILK PROMOTED WITH COMPLEMENTARY PRODUCTS

Shoppers were also reminded about real milk if they were searching for or had previously purchased complementary products, such as cereal and coffee. These ads were used to inspire shoppers to purchase milk, even if it wasn't on their shopping list. The ads targeting cereal shoppers were especially effective, with an \$8.70 return for every \$1 invested on ad spend.

Overall, the campaign proved successful and provided great insight on the best ways dairy checkoff can be active in the e-commerce space going forward.



American Dairy Association Mideast

2800 Corporate Exchange Dr #260

Columbus, Ohio 43231

JULY 2022

CHECKOFF UPDATE



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02 | SHARING DAIRY'S SUSTAINABILITY STORY ONLINE

ADA Mideast continues to share how Ohio and West Virginia dairy farmers care for the planet through social media! Our numerous videos, reels and blogs highlight how the dairy community is working to achieve greenhouse gas neutrality and more by 2050. These and more can be found on [Drink-Milk.com](https://www.drink-milk.com):

Managing Manure video shares how the Imbodens work to keep their cow's manure on their crop fields and out of local streams, rivers and lakes.

Protecting the Environment video provides a comprehensive look at how the dairy community has always worked to protect the environment and plans to continue improving in the future.

The blog **6 Genius Ways Farmers Reduce, Reuse & Recycle** highlights creative ways dairy farmers upcycle things on their farms, like sand and car tires.

The video **Farmers Flush So Cows Don't Have To** went viral a few years ago, and offers a fun look at how flush systems work in freestall barns.

Follow our Instagram page [@ADA_Mideast](https://www.instagram.com/ADA_Mideast) to see a new series of sustainability reels, and visit the Environmental Stewardship page on our website to view more sustainability videos and facts.

03 | WHY DAIRY FARMERS LOVE WHAT THEY DO ADVERTISING CAMPAIGN

To celebrate National Dairy Month, ADA Mideast targeted consumers with an advertising campaign featuring the video, *Why Dairy Farmers Love What They Do*. It highlights why Ohio and West Virginia dairy farmers love their jobs - caring for their cows, working with their families, creating jobs for their communities and providing safe, delicious dairy foods for their neighbors.

The video is being promoted through streaming TV, where it is transmitted over the internet on devices like Roku, Amazon Fire TV, Apple TV and Smart TVs. This allows ADA Mideast to target specific audiences and better measure results. Online ads promoting the video also appear on the target audiences' mobile, tablet and desktop computer screens when they are browsing the internet. These online video ads also click through to [Drink-Milk.com](https://www.drink-milk.com) for the user to learn more. The campaign is expected to generate more than 2.8 million impressions.



04 | LIMITED TIME OFFER: UNDENIABLY DAIRY SWAG

To help with local promotions, ADA Mideast is excited to offer Undeniably Dairy tablecloths (pictured above) for your events! Designed for 8' tables, the machine-washable polyester tablecloth features doodles of favorite dairy foods, fun sayings, cows and more. The graphics cover all 4 sides of the table and reach the floor - perfect for hiding boxes and items under the table.

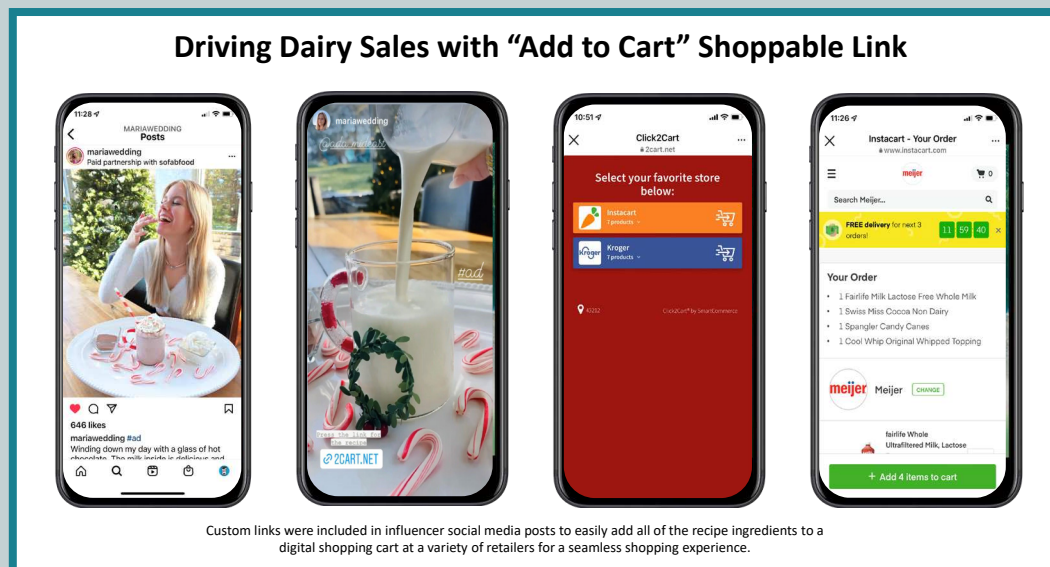
Only 50 tablecloths are available, so they will be offered on a first-come, first-served basis. To order, please contact Erin Brown, ADA Mideast Communications Manager, at Erin.Brown@drink-milk.com or 740-487-6816.

05 | GEN Z INFLUENCER E-COMMERCE CAMPAIGN

A recent study shows that 97% of Gen Z shoppers turn to social media influencers for lifestyle inspiration and recipe ideas. This past winter, ADA Mideast partnered with four Instagram influencers to show how they leverage milk in simple, seasonal recipes. The pilot program targeted Gen Z and young Millennials in Ohio and West Virginia to inspire milk usage and drive purchases.

The influencers' Instagram stories included custom links to give their audiences the ability to add, in a single click, all the ingredients from their recipes to a digital shopping cart at a variety of retailers. These links proved to be effective and drove a monetary value of \$110,445 of dairy products carted.

Your dairy checkoff plans to build on the learnings from this pilot project as it continues to explore e-commerce opportunities.






06 | CHECKOFF COLLABORATION WITH MAYO CLINIC

The dairy checkoff has entered a five-year collaboration with Mayo Clinic to explore research and consumer outreach efforts to improve public health and advance dairy's benefits.

Mayo Clinic is a nonprofit organization committed to innovation in clinical practice, education and research, and providing compassion, expertise and answers to everyone who needs healing.

THREE FOCUS AREAS

Teams comprised of National Dairy Council scientists and registered dietitians, Mayo Clinic physicians and health professionals, as well as Innovation Center for U.S. Dairy experts will lead initiatives focused on three areas:

-  Research to discover how dairy foods, particularly whole milk dairy, impacts cardiovascular health and metabolic conditions. Other potential research areas include dairy's role on calm, sleep, digestive health and immunity.
-  Communicating dairy's strong body of evidence, new research and insights with the scientific community, health and wellness professionals and consumers.
-  Exploring dairy's role through digital platforms to propel people into a new way of precisely managing their wellness.

In addition, co-created content will help debunk dairy myths and help consumers maintain confidence in dairy foods, farms and businesses.

ABOUT ADA MIDEAST

The American Dairy Association Mideast is proud to serve dairy farm families in Ohio and West Virginia. ADA Mideast is one of 15 state and regional dairy farmer-funded promotion organizations that work together as a federation with Dairy Management Inc. to grow sales, build trust and position dairy in a global food system.

HOW THE DAIRY CHECKOFF WORKS

Dairy farmers pay 15 cents and dairy importers pay 7.5 cents for every hundred pounds of milk they sell or import into a generic dairy product promotion fund – familiarly called the “dairy checkoff.”

That money – with USDA oversight – is used to fund programs aimed at promoting dairy consumption and protecting the positive image of dairy farmers, dairy foods and the dairy community.

Locally, ADA Mideast is governed by a board of directors consisting of dairy farmers representing both cooperative and independent producers. The board also appoints one non-voting advisory director representing dairy processors and manufacturers. They provide accountability to the dairy farmers they represent, set policy, approve program direction and establish budgets. Greg Conrad, a dairy farmer from New Holland, Ohio, serves as the chairman.

2022 BOARD OF DIRECTORS

Bill Besancon

Wooster, Ohio

Donald Bickel

New Vienna, Ohio

Frank Burkett

Canal Fulton, Ohio

Greg Conrad

Chairman

New Holland, Ohio

Lois Douglass

Secretary

Marshallville, Ohio

Greg Gibson

Vice Chairman

Bruceton Mills, WV

Larry Griffith

Bethel, Ohio

Allen Hartschuh

Bloomville, Ohio

Anton Henry

Versailles, Ohio

Paul Keener

Jeromesville, Ohio

Barb Lang

Big Prairie, Ohio

Joe Miley

Treasurer

West Salem, Ohio

Mike Rufener

Mogadore, Ohio

Emily Van Winkle

West Mansfield, Ohio

John Wuebker

St. Henry, Ohio

2021 ANNUAL REPORT

REVENUE

Producer Remittances	\$5,369,302
Other Income	44,393
Total Revenue	<hr/> \$5,413,695

EXPENSES

Growing Dairy Sales: • <i>Innovative Partnerships</i> • <i>Schools</i>	\$1,673,818
Building Trust: • <i>Youth Wellness & Fuel Up to Play 60</i> • <i>Consumer Communications</i>	2,293,679
Positioning Dairy in a Global Food System: • <i>Nutrition Affairs</i> • <i>Hunger Initiatives</i> • <i>Environmental Stewardship</i> • <i>U.S. Dairy Export Council</i>	749,680
Farmer Relations	227,323
Management & General	492,798
UDIA Membership	125,000

Total Expenses **\$5,562,298**

\$148,603 was used from reserves to fully fund our programs.



**SIGN UP TO RECEIVE OUR MONTHLY
CHECKOFF E-NEWS**

Drink-Milk.com/For-Dairy-Farmers

